

LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT COMPANY, INC.

AD# 2010-B1 "YES YOU TONIA" PG 4/C BLDJR 1-2 x 11 1/4 NATIONAL MAGAZINE 1996

You can do it!  
You can switch down to  
lower tar and enjoy  
satisfying taste.

Yes you!



You've  
got  
MERIT

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Light: "tar" 0.1 mg nicotine av. per cigarette by FTC method.  
Lights & Filters: "tar" 0.1 mg nicotine av. per cigarette by FTC method.  
Lights & Filters: "tar" 0.1 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.**



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